



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: July 2, 2014

FR: Deputy Executive Director, Operations

W. I. 1413

RE: Contract – Bike Share Technical Assistance and Strategic Plan: Toole Design Group, LLC (\$393,085)

This memorandum requests the Committee's approval to enter into a contract with Toole Design Group, LLC (Toole Design) in an amount not to exceed \$393,085 to provide technical assistance and develop a strategic plan for the Bay Area Bike Share program. Should staff be unable to enter into a contract with Toole Design, then staff requests the Committee's approval to negotiate and enter into a contract with Fehr and Peers.

Background

In August of 2013, Bay Area Bike Share, a pilot project funded by MTC and Bay Area Air Quality Management District (BAAQMD), launched in San Francisco, Redwood City, Palo Alto, Mountain View and San José. The system currently consists of 700 bikes in 70 stations, with plans to expand the system to 1,000 bikes and 100 stations. To date, the system yields over 26,000 casual and annual members taking over 240,000 rides.

For the next phase of bike share, MTC and BAAQMD will assume different roles, with MTC taking the lead to operate and expand the Bay Area Bike Share system. As a first step in this transition, MTC issued the subject procurement for consultant assistance to develop a detailed expansion plan of future bike share locations, along with a regional business model that will allow for a more robust, sustainable system, and assist MTC's expansion of the system once the current Alta Bike Share contract expires. Once the areas for expansion are identified, the selected consultant will assist in an operational procurement and work with local agencies to prepare site plans, assist agencies with implementation, and assist with other activities as required to ensure a successful deployment of the Bay Area Bike Share system.

Procurement Process

On May 15, 2014, MTC issued a Request for Proposals (RFP) for consultant assistance in the above-described project. An email advertising the availability of the RFP on MTC's website was sent to over 1,100 individuals/firms. MTC received three proposals, which were evaluated by a panel of representatives from MTC, BAAQMD, San Francisco Municipal Transportation Agency and the City of Oakland. The evaluation criteria included: 1) Firm and assigned staff expertise and experience in conducting similar types of projects, approach to carrying out project, and allocation of resources (worth 75%); and 2) Cost effectiveness and hourly rates and

presentation effectiveness, including the abilities to write, illustrate, and present both qualitative and quantitative information in a clear and illustrative manner (worth 25%).

The firms Cyclehop, LLC, Fehr and Peers and Toole Design submitted proposals with budgets as shown below:


Firm	Location	Proposal Budget
Toole Design Group	Silver Spring, MD	\$393,085
Fehr and Peers	Oakland, CA	\$573,529
Cyclehop, LLC	San Francisco, CA	\$361,445

The evaluation panel determined that the proposals submitted by Fehr and Peers and Toole Design were the most competitive due to the experience of the proposed team and approach to the project.

On June 26, 2014 MTC issued a Best and Final Offer (BAFO) notice for Fehr and Peers and Toole Design to clarify deficiencies in their submitted proposals. The evaluation panel reviewed the responses to base their final scores on re-submitted proposals and determined awarding to Toole Design to be most advantageous to MTC based on the evaluation criteria stated in the RFP, as follows: extensive experience working on similar bike share projects and understanding of the process needed to implement the project; approach to carrying out project tasks; the quality of their written proposal, cost for providing services, including their clearly-defined approach for completing project tasks; and their overall approach.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Toole Design, in an amount not to exceed \$393,085, to provide technical assistance and develop a strategic plan for the Bay Area Bike Share program. Should staff be unable to enter into a contract with Toole Design, then staff requests the Committee's approval to negotiate and enter into a contract with Fehr and Peers, subject to negotiation of contract price and scope.



Andrew B. Fremier

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1413
Contractor:	Toole Design Group, LLC, Silver Springs, MD or Fehr and Peers, Oakland, CA
Work Project Title:	Bike Share Technical Assistance and Strategic Plan
Purpose of Project:	Provide technical support for the Bay Area Bike Share system, including demand analysis of the current and future system and development of a system business model and related operational procurement and assistance to local agencies.
Brief Scope of Work:	Provide Bay Area Bike Share with technical support for system expansion, including demand analysis of the current and future system, and site location, and development of a system business model, including a demand and financial threshold for interested jurisdictions and related to operational procurement and assistance to local agencies.
Project Cost:	\$393,085
Funding Source:	CMAQ/TDA
Fiscal Impact:	\$393,085 is available in the FY 2014-15 Budget.
Motion by Committee:	<p>That the Executive Director or his designee is authorized to negotiate and enter into a contract with Toole Design Group, LLC, to provide bike share technical support, including demand analysis of the current and future system and development of a system business model as described above and in the Deputy Executive Director's memorandum dated July 2, 2014, and the Chief Financial Officer is authorized to set aside funds in the amount of \$393,085 for such agreement.</p> <p>Should staff be unable to enter into a contract with Toole Design Group, LLC, the Executive Director or his designee is authorized to negotiate and enter into a contract with Fehr and Peers to provide consulting services as described above and in the Deputy Executive Director's memorandum dated July 2, 2014 subject to price and scope negotiation, and the Chief Financial Officer is authorized to set aside funds in the amount of \$393,085 for such agreement.</p>
Administration Committee:	<hr/> Adrienne J. Tissier, Chair
Approved:	Date: July 9, 2014